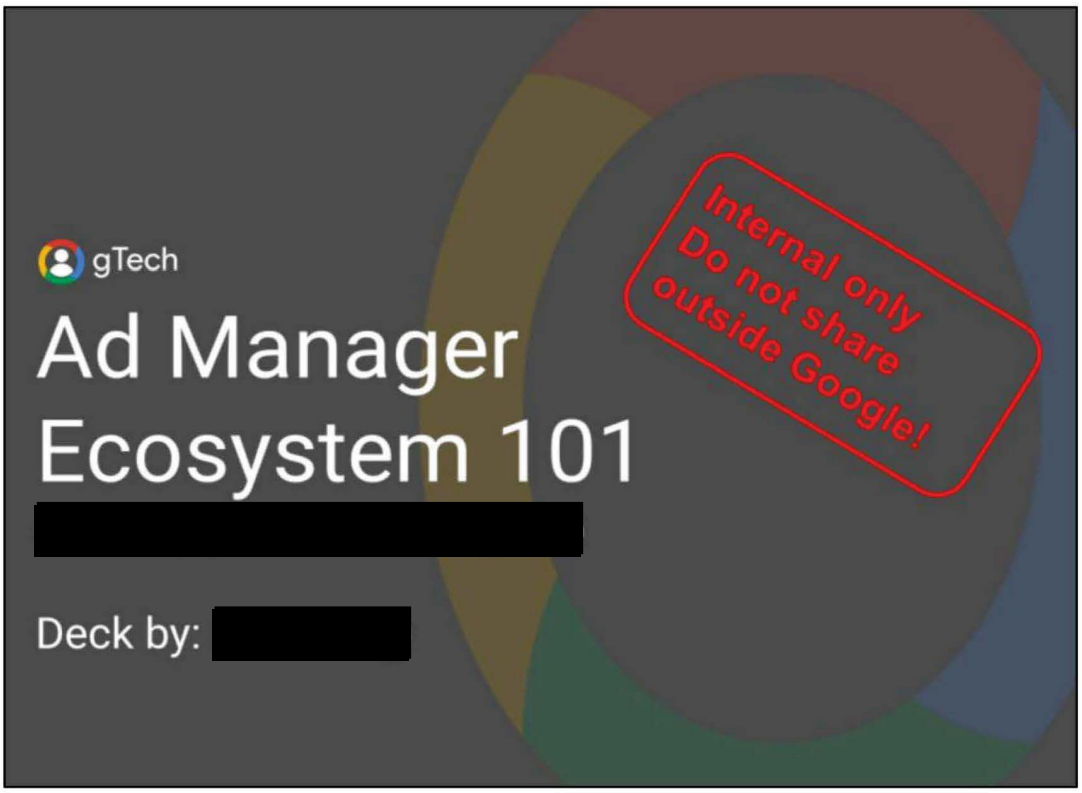
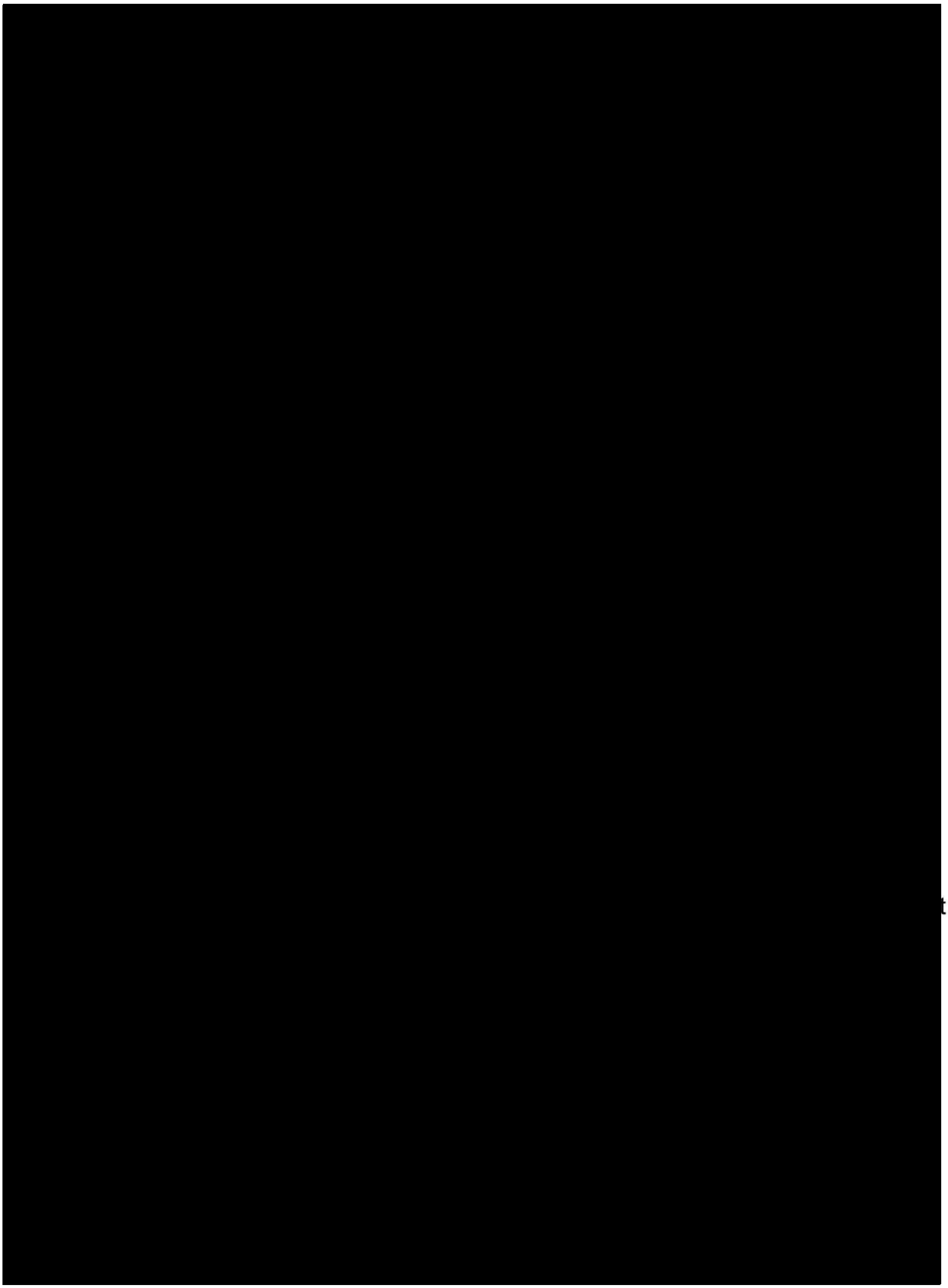
# EXHIBIT 29

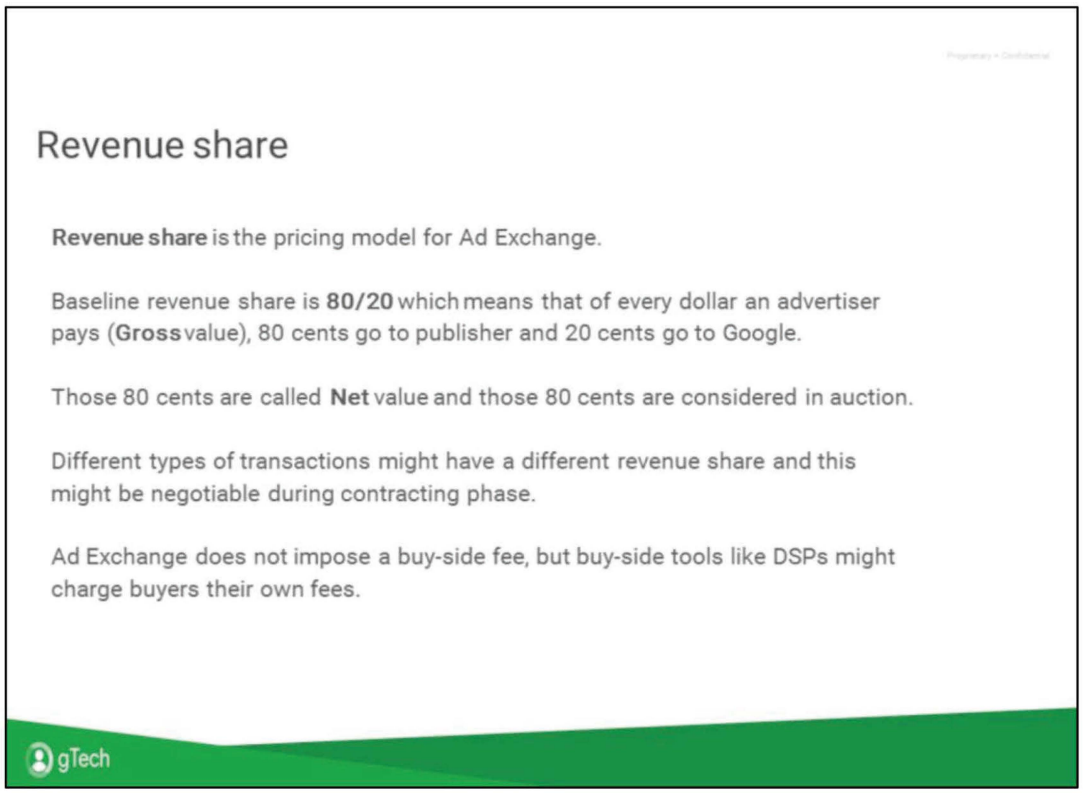
# REDACTED




Recording June 2019:
[redacted]

Recommended also:
gfb's friendly introduction to display ads ecosystem [redacted]]






Start [redacted] part

# Dynamic revenue share

**Dynamic revenue share** is an Ad Exchange feature that allows Ad Exchange to win more impressions.

The feature allows Ad Exchange to modify per-query revenue share while keeping the average revenue share as per contract.

Floor: $2

| No DRS | Bid Gross | RevShare | Bid Net | Payout |
|---|---|---|---|---|
| Auction 1 | $2.4 | 80/20 | $1.92 | **$0** |
| Auction 2 | $4 | 80/20 | $3.2 | **$3.2** |
| Sum | $6.4 | 80/20 | $5.12 | **$3.2** |

| With DRS | Bid Gross | RevShare | Bid Net | Payout |
|---|---|---|---|---|
| Auction 1 | $2.4 | 90/10 | $2.16 | **$2.16** |
| Auction 2 | $4 | 74/26 | $2.96 | **$2.96** |
| Sum | $6.4 | 80/20 | $5.12 | **$5.12** |

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